

Father's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	\$0.9 BILLION	59%
CLOTHING	\$3.0 BILLION	49%
SPECIAL OUTING	\$3.4 BILLION	46%
GIFT CARDS	\$2.5 BILLION	45%
PERSONAL CARE	\$1.4 BILLION	28%
BOOKS/CDS	\$0.8 BILLION	26%
ELECTRONICS	\$2.4 BILLION	25%

OVERALL FATHER'S DAY SPENDING



75%

Of people plan to celebrate Father's Day in the U.S.



24%

Are planning to give a gift of experience for Father's Day in 2021.



\$174.10

Average expected spending on Father's Day, up from \$148.58 in 2020.



\$20.1 BILLION

Planned spending on Father's Day in 2021, up from \$17 billion in 2020.

MISSOURI FACTS



75%

The percentage of Midwesterners who plan to celebrate Father's Day.



221

Golf courses are located in Missouri, employing 5,194 with an average weekly wage of \$533.



36%

The percentage of Midwesterners who plan on finding a gift that creates a special memory.



8,452

The number of children adopted in the state of Missouri between 2016-2020.



329

Hardware stores are located in Missouri, employing 2,995 with an average weekly wage of \$616.